

REMARKS

Claims 1-12 remain pending in this application. Claims 1, 3 and 5 were amended in this response. No new matter was introduced as a result of the amendments. Support for the amendments may be found, for example, in paragraphs [0048-53] of the present Specification. Entry of the amendments and favorable reconsideration is respectfully requested.

Claims 1-12 were rejected under 35 U.S.C. § 102(e) as being anticipated by Karaoguz (US Pub. 2004/0203931). In light of the present amendments and arguments, Applicants respectfully traverse this rejection.

Specifically, Karaoguz does not disclose a method and system for mapping locations of wireless transmitters having associated transmitter representative data and positioned for detecting the presence of participants in market research pertaining to a market research area, comprising the features of “associating transmitter representative data representing each wireless transmitter with respective transmitter location data in the portable device to produce data mapping that maps the locations of the wireless transmitters with the associated transmitter representative data, wherein said transmitter representative data comprises information regarding at least a part of the market research” as recited in claim 1, and similarly recited in claims 3 and 5.

Regarding Karaoguz, the reference teaches a wireless network “discovery” system where a wireless device entering an area can detect available mobile devices within a geographic area and provide a listing of the detected devices ([0006]). Using a range message signal(s), the device disclosed in Karaoguz transmits or broadcasts range message signals, to which available devices may respond, and additionally provide data relating to the device, e.g., type of device, protocol information, job queue information, etc. ([0033-35]). Using geographic positioning, a geographic map overlay may be used to determine the location of wireless devices relative to the user’s position [0045, 0048-50]. Once the devices are located and positioned, the user has the option of connecting to a particular device, or configure the device to automatically connect to the user [0035].

However, Karaoguz fails to teach or suggest any features related to a network configured to perform market research, where the map and transmitter representative data includes data regarding at least part of a market research system. For background purposes only, the present

specification discloses that the transmitters are not representative of a disparate array of devices (i.e., PDA, printer, computer), but instead are specially equipped and configured under an exemplary embodiment to be representative of products, services and/or displays that are used in a market research effort (see [0053]). As such, each transmitter would require its own installation to convey information related to the products, services and/or displays being services by the transmitter (i.e. "information regarding at least a part of the market research"). Such a configuration is not contemplated in Karaoguz, based on the fact that it would be inconceivable to arrange the printers, PDA's, etc. to convey market research, based on their respective device ID's and protocol/queue information.

For at least these reasons, the Applicants submit that the rejection under 35 U.S.C. §102 is overcome and should be withdrawn. An early Notice of Allowance is earnestly requested. If any fees are due in connection with this application as a whole, the Examiner is authorized to deduct such fees from deposit account no. 501214. If such a deduction is made, please indicate the attorney docket number (339198-00065) on the account statement.

Respectfully submitted,
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